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January 4, 2001

Assistant Commissioner for Patents  
Washington, DC 20231

Re: U.S. Patent Application No. 09/457,237 for  
"Method and Apparatus for Relational Linking Based  
Upon Customer Activities"  
Attorney Docket No. 3203-4015 (053467-0001)

Dear Sir:

Enclosed for filing in connection with the above-referenced patent is a fully executed Power of Attorney by Assignee of Entire Interest (Revocation of Prior Powers).

Kindly acknowledge receipt of this document by returning the enclosed self-addressed, stamped postcard to me.

The Commissioner is hereby authorized to charge any fees required in connection with this filing to Account No. 50-0310. A duplicate of this authorization is enclosed.

Very truly yours,

A handwritten signature in black ink, appearing to read "D. H. Golub".

Daniel H. Golub

CERTIFICATE OF MAILING (37 CFR 1.8)

I hereby certify that this paper and the papers and/or fees referred to herein as transmitted, submitted or enclosed, are being deposited on the date shown below with the U.S. Postal Service with sufficient postage as first class mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Name Daniel H. Golub Signature Date of Deposit January 4, 2001

Practitioner's Docket No. 3203-4015**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE** In re application of: *Loeb et al.*Application No.: 09/1457,237 Group No.: 2768  
Filed: 12/08/99 Examiner:For: *Method and Apparatus for Relational Linking Based Upon Customer Activities* Patent No.: Issued:

\*NOTE: Insert name(s) of inventor(s) and title also for patent.

Assistant Commissioner for Patents:  
Washington, D.C. 20231**POWER OF ATTORNEY BY ASSIGNEE OF ENTIRE INTEREST  
(REVOCATION OF PRIOR POWERS)**

As assignee of record of the entire interest of the above identified

 application,  
 patent.**REVOCATION OF PRIOR POWERS OF ATTORNEY**

all powers of attorney previously given are hereby revoked and

**NEW POWER OF ATTORNEY**the following attorney(s) and/or agent(s) are hereby appointed to prosecute and transact  
all business in the Patent and Trademark Office connected therewith.

(list name and registration number)

*Daniel H. Golub**Reg. No. 33,701*

(check the following item, if applicable)

 Attached, as part of this power of attorney, is the authorization of the above-named attorney(s) to accept and follow instructions from my representative(s).

## SEND CORRESPONDENCE TO:

Daniel H. Golub  
1701 Market Street  
Philadelphia, PA 19103

## DIRECT TELEPHONE CALLS TO:

Daniel H. Golub  
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Customer No.:

Synapse Group, Inc.

(Type or print identity of assignee of entire interest)

Four High Ridge Park

Address

Stamford, Connecticut 06905

Recorded in PTO on 07/21/2000  
Reel 011001  
Frame 0160, 0166 and 0175

Recorded herewith

## ASSIGNEE STATEMENT

Attached to this power is a "STATEMENT UNDER 37 C.F.R. § 3.73(b)."

  
SignatureMichael Leob(Type or print name of person authorized to  
sign on behalf of assignee)President, Synapse Group, Inc.

Title

NOTE: The assignee of the entire interest may revoke previous powers and be represented by an attorney of his or her selection. 37 C.F.R. § 1.38.

(check the following item, if it forms a part of this power of attorney)

Added page—Authorization of attorney(s) to accept and follow instructions from representative.